ARE YOU A MARKETER?

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Yes you are!



If you are developing delivery, selling, and promotion, strategies that enhance and rely upon production

Strategy Development

- Enhance profitability
- Identification of Niche Demand
 - Domestic
 - International
- Selling Methods
- Delivery Logistics
- Production Enhancement

Wheat Marketing in the Plains

- Tremendous focus on production
- Limited transportation infrastructure
- Marketing Alliances
- Resource Availability
- Potential to grow non-traditional concepts

Available Options

- USDA
- ExIm Bank
- SBA
- Private Sector
- SD Department of Agriculture
 - financial
 - resource personnel
 - MIATCO

6

How?

- Generic Marketing Development
 - IP Grain
 - Organics
 - Processed Ingredients
- Branded Promotion
 - Labeled Ag products
 - Food products